

ABSTRACT

The technologies disclosed by the present invention allow quantitative measurement to be conducted accurately on the concentration of at least one analyte contained in liquid sample, includes: a chromatographic strip (10) with a plurality of reaction areas (6A, 6B) retaining a binding reagent to make an specific reaction with the analytes, thereby making it possible for the binding reagent to take on a coloration; and a coloration level measuring means (11) to carry out quantitative measurement with a numerical expression on the coloration level of at least two or more of reaction areas out of the plurality of reaction areas. The coloration level measuring means has a capability of conducting measurement of the extent of a coloration occurring as a result of a reaction between the binding reagent and the analytes. The measurement result is subjected to computation processing in a computation processing device (12), thereby deriving by computation the concentration of the analytes in a numerical expression.